AUDIO VIDEO REPORTING SERVICES

CLIENT O'Connor & Partners Inc. ATTN Kelly Kribben
PGM St. Louis 11 News
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SANDY MILLER: Yesterday we saw the first crack in tobacco's defense against lawsuits. Tonight in St. Louis tobacco giant Philip Morris is under attack. They're sponsoring a series of concerts by female artists, concerts some say is just a way to get more women to smoke.

WOMAN (protestor): If you're worried about teenagers smoking they're going to get cigarettes wherever they want to get cigarettes. I don't think anything is different in this situation.

MILLER: But these protestors don't feel the same way. They say that Philip Morris is promoting cigarette smoking among teenage girls and all women, for that matter.

That's because the giant tobacco company is sponsoring a concert tour by little-known female artists. Protestors say that if Virginia Slims wants to sell cigarettes they can do it without the music business.

PAT LINDSEY (protestor): Why can't they do it without selling their cigarettes along with their CD? They're giving away the CD and selling the cigarettes. So, any woman who's really interested in getting the CD has to pay $5 to get two packs of cigarettes.

SUZZANE MILLER (protestor): Our purpose tonight is to let Philip Morris know that if music is a woman thing so is not smoking and we think that smoking produces cancer and women want to kick the habit. We don't want to start smoking. So, thanks anyway for the free cigarettes.

MILLER: But Philip Morris says they have the right to promote their brand new record label any way they want. In a statement released today, the tobacco company says that Woman Thing music is a promotional program offered by Virginia Slims for adult smokers to enhance brand awareness and recognition. The Virginia Slims A Woman Thing music promotion provides opportunities for emerging female artists to showcase their talents to adult music audiences.

WOMAN: If girls are going to smoke they're going to smoke anyway. It's not going to matter who's on the box or who's promoting it.

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Source: https://www.industrydocuments.ucsf.edu/docs/jzlm0004

MILLER: No one under the age of 21 will be allowed at tonight's concert. St. Louis is just one of the ten tour stops included in Virginia Slims The Woman Thing concerts.

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